

Website Analysis and Suggestions

for ##### by MBAs4NYC

As part of our engagement we reviewed competitor websites and defined an overall marketing analysis, which together combine to provide overall summary of #####'s website and its use as a marketing tool. The analysis covers three areas, critiques, components, and suggestions.

Critique

Differentiation

Our initial feeling was that however appealing, or strong the display of technical proficiency, the website did not adequately differentiate ##### from its peers.

Ease of Use and Features

The website is somewhat more complicated to use, had grammatical errors, and some rough edges. In particular, the display of career opportunities is not actually a list of opportunities but a display of skill sets the company has a need for, which needs to be rephrased and simplified. Although not often mentioned in group meetings, the graphics are rough-edged.

Target Audience

Depending on your target audience, #####'s website can be overly complicated. If the target audience is human resource professionals, the website is likely inappropriate, and the website may be too detailed and complicated for hiring managers, although technically-oriented viewers might be more comfortable with the site.

Technology Focus

Although the technology market is ever-changing and dynamic, and ##### is capable in many technology domains, we felt that the marketing presentation should focus more on specific areas, aiming for excellence in niches, instead of using a jack-of-all-trades strategy. We had agreed to limit #####'s focal areas, but keeping in mind that the company needs to be flexible and responsive to opportunities.

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Components (Building Blocks)

Company Overview (Umbrella)

- Fluent in current technologies
 - Identity management, security, access control
 - Architectural review and design
 - Product evaluation
 - Project Planning
- Personal contact and focus on relationship
- Prestigious base of clients with examples
- Focus on long-term relationship growth

- Local and international resource base
- Mention of options for onsite, offsite and offshore consulting

Professional Services (IT Staffing and Consulting)

- Roster of qualified candidates: BS/MS in engineering with 5 years experience
- Depth of experience in industries (Banking, Engineering, Healthcare, etc.)
- Established relationship in the specific sectors (Banking, Engineering)
- Emphasis on qualitative approach in selecting candidates
- Simplicity of approach: Matching skills with needs
- Ability to be quickly respond to clients' needs; Delivering results fast
- Full range of services: screening, H-1 B Visa, assistance in placement
- Competitive Rates

IT Outsourcing (IT Projects)

- Focus on local and international resource base
- Options for onsite, offsite and offshore consulting
- Qualities as defined by #####

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Suggestions

Definite Features

- Testimonials
- Case Studies: cost savings, relationships, process improvement
- Design for Target Audience
- Display of placements and/or skills available (pie charts, simple lists, etc.)
- Improve career opportunities by reducing and rephrasing lingo

Potential Features

- Resume Upload (or simplified e-mail process)
- Simplified Design and Layout
- White Paper Download, with e-mail and contact info capture
- Interactivity – increase client interactions
- Management team profile(s)
- Search Engine Strategies: cross-linking, metatags

Aesthetic Changes

- Refine the graphic images
- Structure for fast, task-orientation